

navigating *the* * battleground

Friday, May 19th, 2023

Economic Profile of
Battleground Voters



IMPACT
RESEARCH

Methodology



Impact Research conducted a survey of N=1500 likely 2024 general election voters in 61 battleground congressional districts.



74% of interviews were conducted by text-to-web and 26% were via online panel.



Interviews were conducted between April 20-27, 2023.

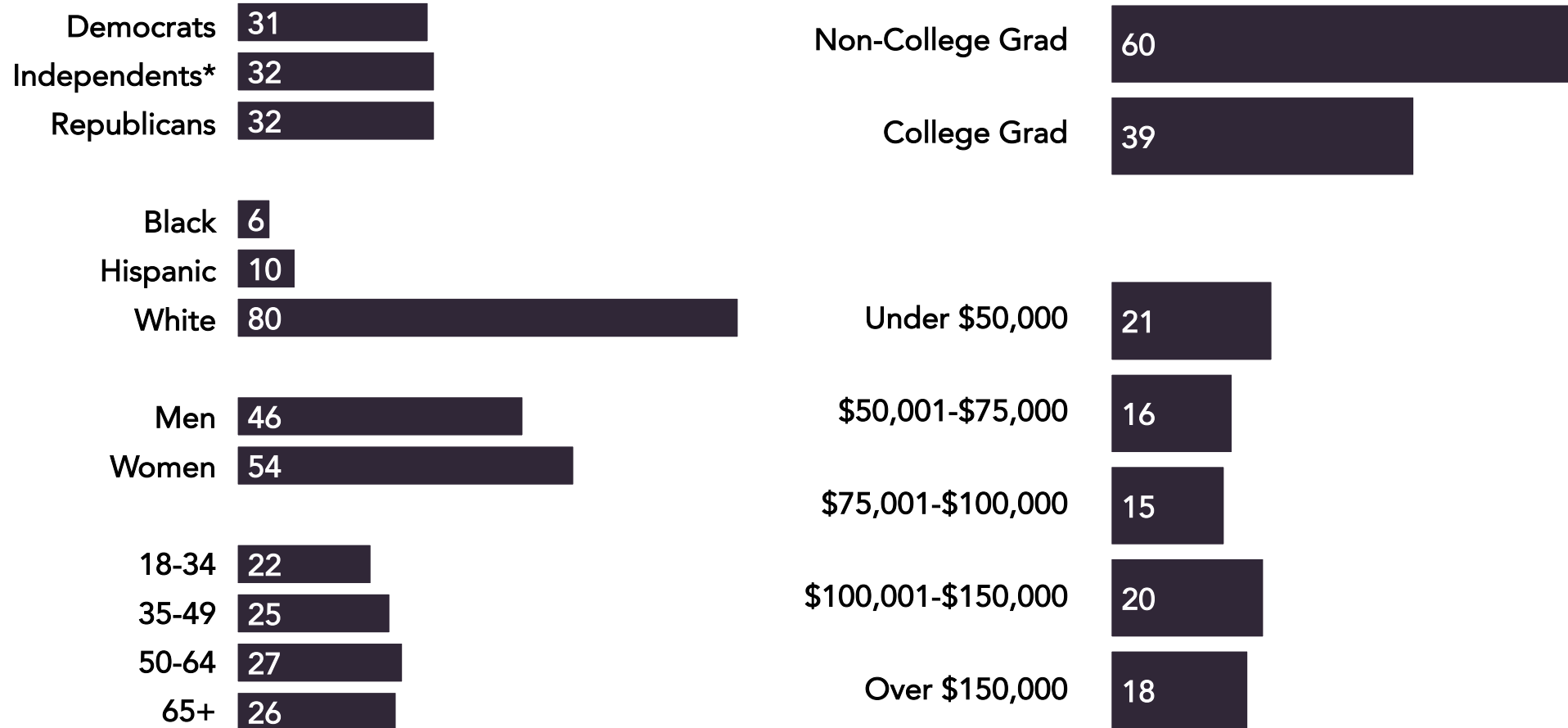


The margin of error for a sample of this size is +/- 2.5 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.

Key Takeaways

- **Voters are very pessimistic about the economy.** 75% giving the economy a negative rating, with a plurality (46%) giving it a “poor” rating.
- **High cost-of-living is top of mind for voters and is their leading economic indicator.** High cost-of-living is what they look at to determine the health of the economy, with nearly 70% of voters saying it is causing financial strain, and 54% saying it is having a major impact on their finances.
- **But their concerns about the economy are more diverse.** Day-to-day costs (24%), government spending (21%), and record profits for corporations (20%) are the top economic concerns for voters.
- **Voters are not optimistic that things will improve in the near future.** A plurality (45%) say they think their financial situation will be about the same a year from now (which is to say, still strained), with 29% saying it will be worse and only 14% saying it will be better.

Demographic Profile of Battleground Voters

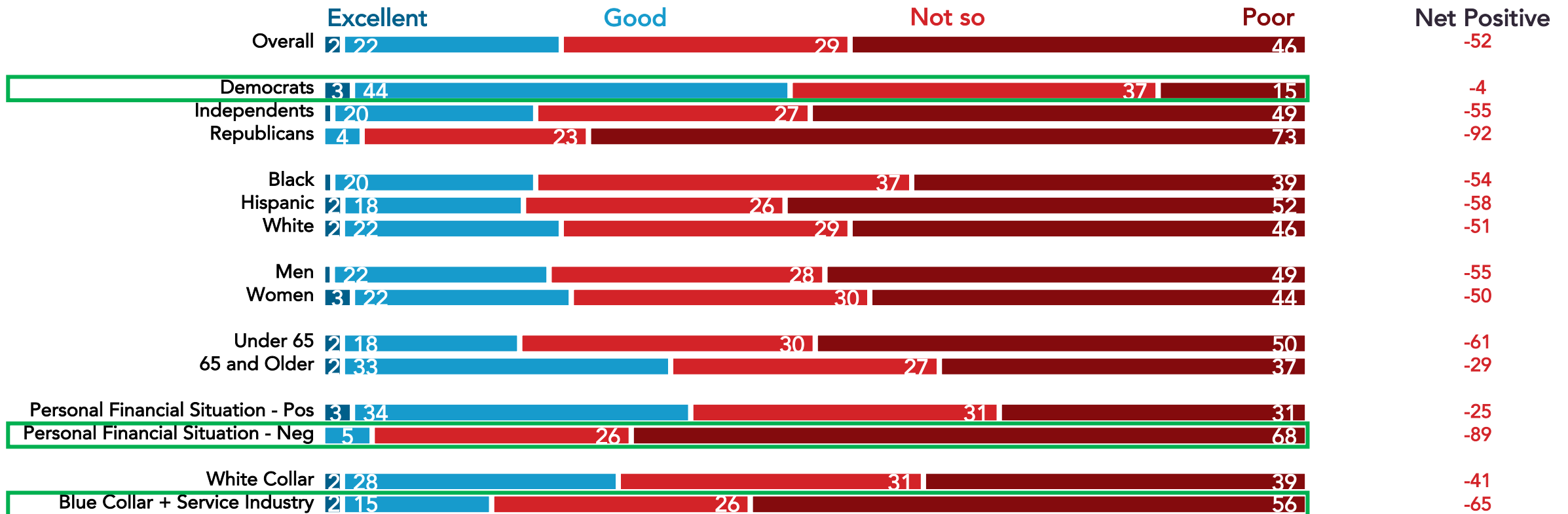


Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted April 20-April 27, 2023.
*Independents include those who identify as independent, but lean toward either the Democratic Party or the Republican Party.
For more info, visit navigatortresearch.org/battleground.

Voters are Very Pessimistic About the State of the U.S. Economy; Nearly Half Describe it as "Poor"

Even voters with a positive personal financial outlook are critical of the overall economy.

How would you rate how things are going in the U.S. economy?

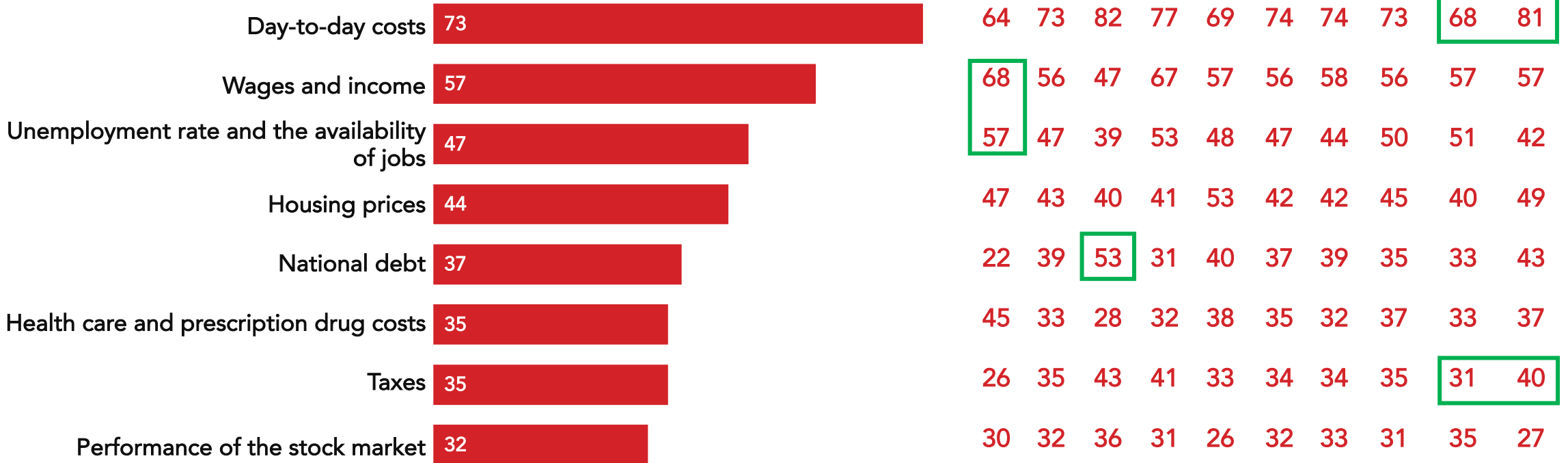


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Three-Quarters of Voters Measure the Health of the Economy by Day-to-Day Costs

Voters who are more pessimistic about their own financial situation are more likely to look at day-to-day costs to determine the health of the economy; the stock market ranks lowest of all indicators tested.

When thinking about the health of the U.S. economy, what do you look to personally to determine how well the economy is doing? [MULTIPLE ANSWERS ACCEPTED]

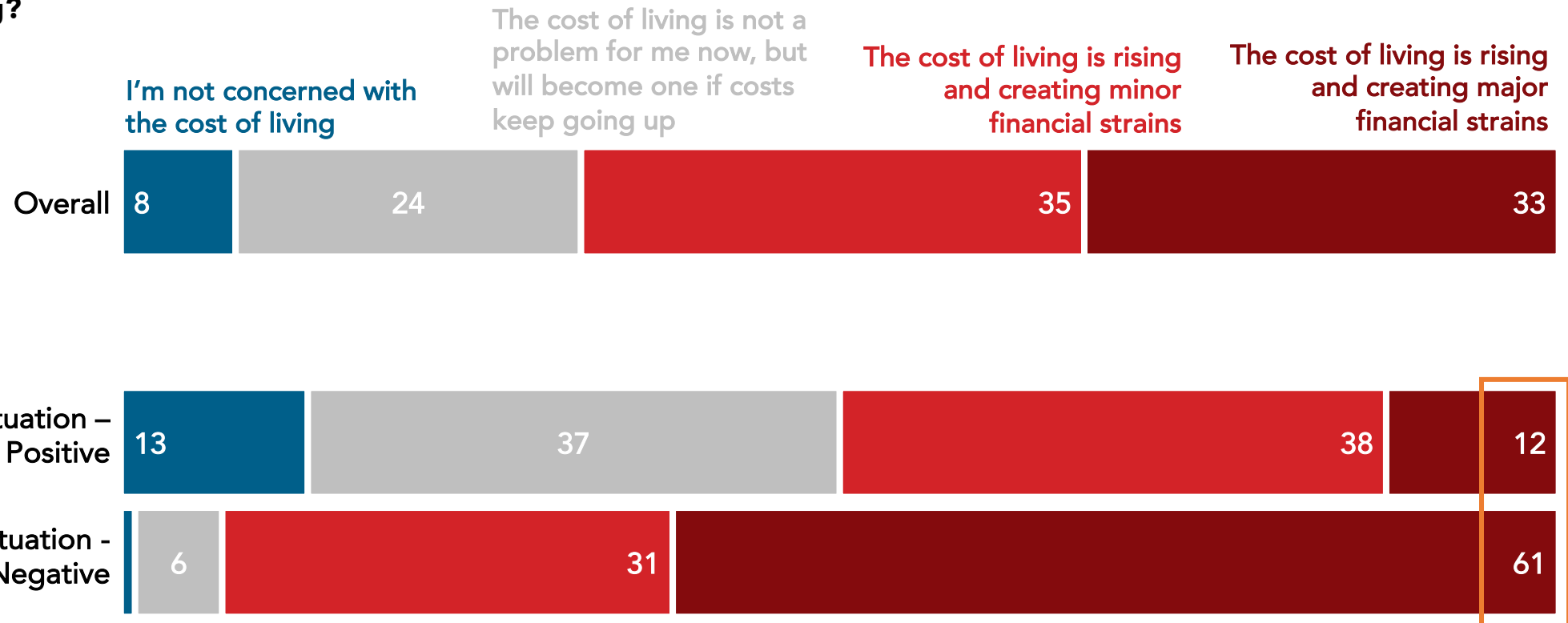


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The Cost-of-Living Crisis is Creating Financial Strain for Nearly Seven in Ten in the Battleground

Voters who rate their personal financial situation negatively are five times more likely than voters who positively rate their financial situation to say the cost-of-living crisis is causing a major financial strain.

Thinking about your personal financial situation, which of the following best describes your situation when it comes to the cost of living?

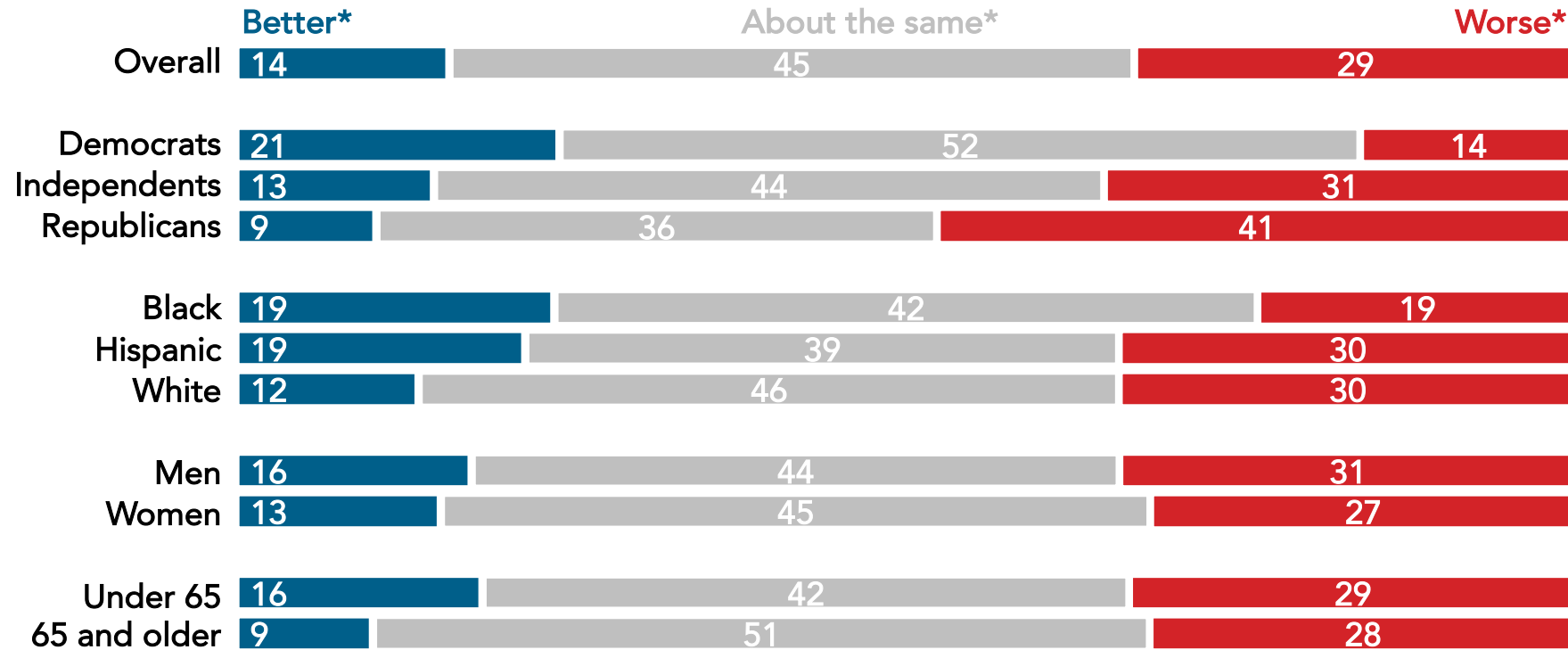


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Voters are Pessimistic About the Economic Outlook Over the Next Year, Particularly Republicans

Across race, gender, and age, larger shares say things will be the same for them personally.

Which of the following comes closest to your view about your personal financial situation?

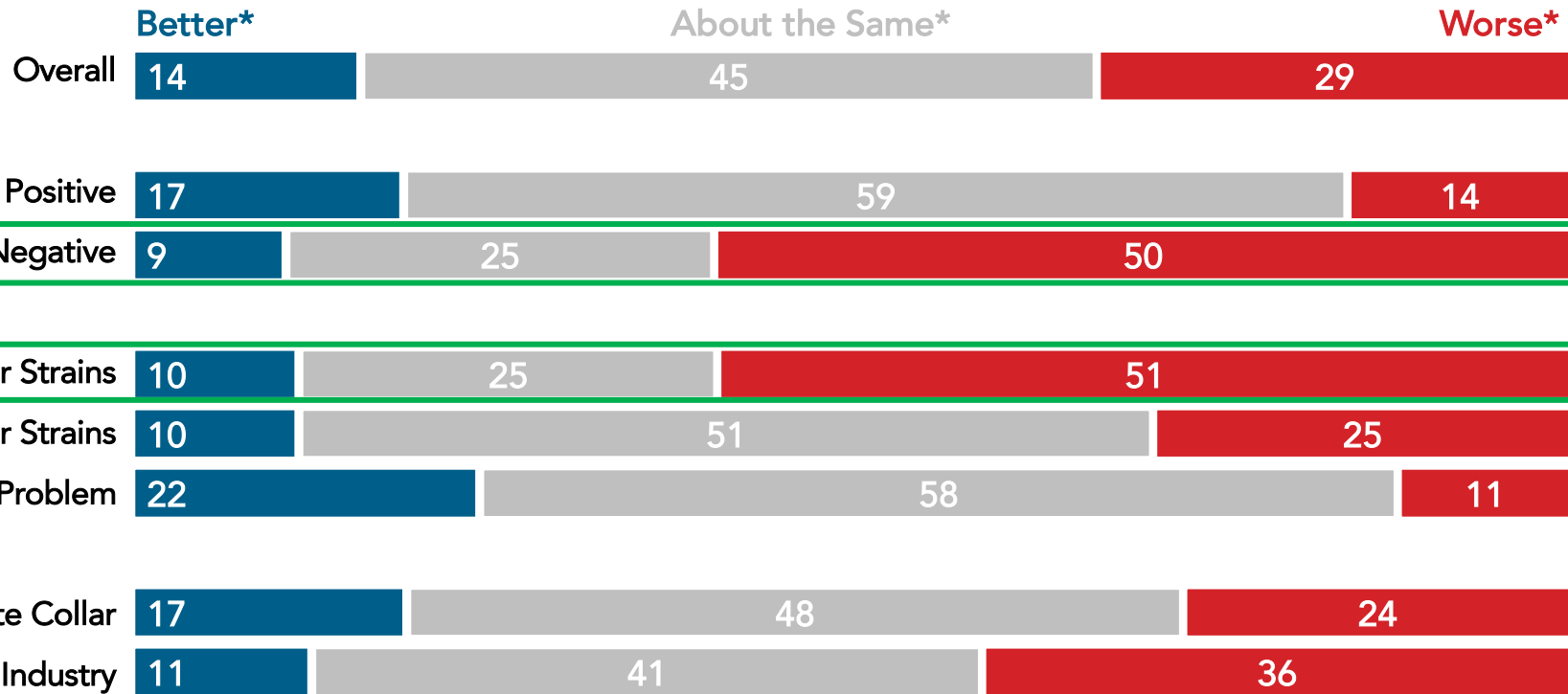


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 *Responses were worded as "my personal financial situation will be <better/about the same/worse> a year from now."
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Voters Who View Their Personal Finances Negatively Are More Likely to Have a Negative Outlook For the Future

Voters in blue collar and service industry jobs have a slightly more negative outlook than those in white collar jobs.

Which of the following comes closest to your view about your personal financial situation?

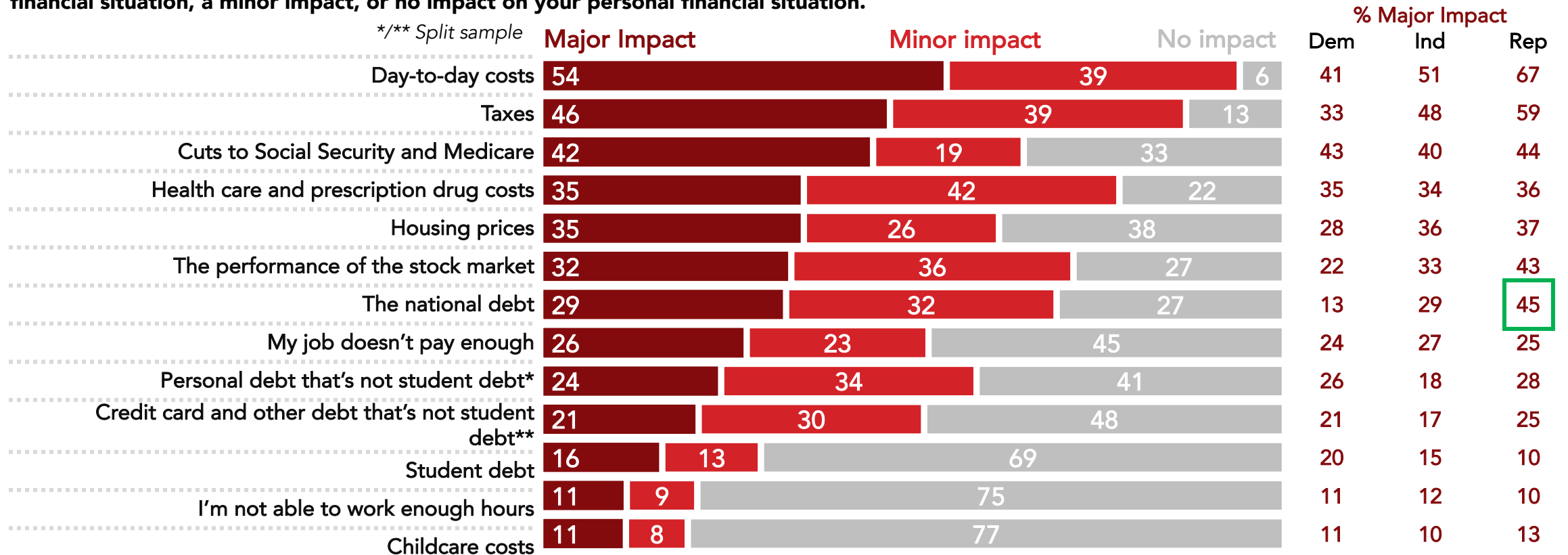


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Day-to-Day Costs Top the List of Economic Issues Having a Major Impact on Voters' Personal Finances

Republicans believe the national debt has a major impact on their finances, but it is much lower impact for Democrats and independents.

Please indicate whether each economic issue is having a major impact on your personal financial situation, a minor impact, or no impact on your personal financial situation.



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Day-to-Day Costs Are the Top Economic Strain for Most Voters

Cuts to Social Security and Medicare would have an especially large impact on seniors, while housing prices cause more strain for younger voters.

- For Black voters, the top economic strain is taxes.

	Overall	Black	Hispanic	White	Men	Women	Non-College Grad	College Grad	Under 35	35-49	50-64	65+
Top Econ Strain (% major impact)	Day-to-Day Costs 54%	Taxes 60%	Day-to-Day Costs 61%	Day-to-Day Costs 52%	Day-to-Day Costs 54%	Day-to-Day Costs 53%	Day-to-Day Costs 58%	Day-to-Day Costs 47%	Day-to-Day Costs 64%	Day-to-Day Costs 62%	Day-to-Day Costs 51%	Cuts to SS & Medicare 70%
2 nd Econ Strain	Taxes 46%	Day-to-Day Costs 55%	Taxes 50%	Taxes 44%	Taxes 49%	Taxes 44%	Taxes 48%	Taxes 42%	Housing Prices 52%	Taxes 49%	Taxes 49%	Day-to-Day Costs 40%
3 rd Econ Strain	Cuts to SS & Medicare 42%	Cuts to SS & Medicare / Housing Prices 41%	Housing Prices 46%	Cuts to SS & Medicare 43%	Cuts to SS & Medicare 39%	Cuts to SS & Medicare 44%	Cuts to SS & Medicare 46%	Cuts to SS & Medicare 35%	Taxes 48%	Housing Prices 38%	Cuts to SS & Medicare 46%	Taxes 40%

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Voters' Biggest Concerns Generally Are Day-to-Day Costs, Government Spending, and Corporate Profits

Republicans' top concern is too much government spending, while Democrats' top concern is corporations making record profits.

Thinking more specifically about the economy, which of the following concerns you the most?

	Dem	Ind	Rep	Black	Hisp.	White	Men	Women	<65	65+	Pers. Fin. Pos	Pers. Fin. Neg
Day-to-day costs	22	24	26	32	30	22	23	25	26	16	18	33
Too much government spending	2	23	36	12	21	21	24	17	18	26	18	24
Corporations making record profits	39	18	2	8	12	22	20	21	18	25	26	12
Threat of a recession soon	11	10	17	17	16	12	12	14	14	10	13	12
The stock market crashing	9	6	7	8	3	7	7	7	6	9	9	4
Taxes are too high	5	8	6	5	9	6	6	7	7	5	5	7
There aren't enough jobs with high wages and good benefits	9	6	0	14	5	5	4	6	6	3	5	5
National debt	1	5	4	3	4	3	3	3	3	4	4	2

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Appendix: Congressional Districts Included In Sample

AK-01	CO-08	IN-01	NE-02	NY-17	PA-07
AZ-01	CT-05	KS-03	NH-01	NY-18	PA-08
AZ-06	FL-07	ME-02	NJ-07	NY-19	PA-17
CA-13	FL-13	MI-03	NM-02	NY-22	TX-15
CA-22	FL-27	MI-08	NV-03	OH-01	VA-02
CA-27	IA-01	MI-10	NV-04	OH-09	VA-07
CA-40	IA-02	MN-02	NY-01	OH-13	WA-03
CA-41	IA-03	MT-01	NY-02	OR-05	WA-08
CA-45	IL-13	NC-01	NY-03	OR-06	WI-01
CA-49	IL-17	NC-13	NY-04	PA-01	WI-03
CO-03					

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About Navigator and Navigating the Battleground

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigating the Battleground is a project designed to understand messaging nuances in different types of battleground geographies, led by pollsters from Impact Research along with an advisory committee, including: Jessica Floyd, The Hub Project; Christina Reynolds, EMILY's List; Mike Podhorzer, AFL-CIO; Jesse Ferguson, progressive strategist; Navin Nayak, Center for American Progress Action Fund; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

About the Study

Impact Research conducted public opinion surveys among a sample of 1,500 likely 2024 general election voters from April 20-April 27, 2023. The survey was conducted by a mix of text-to-web (74 percent) and an opt-in, online panel (26 percent). Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the 61 congressional districts included in the sample across a variety of demographic variables. The margin of error for the full sample at the 95 percent level of confidence is +/- 2.5 percentage points. The margin for error for subgroups varies and is higher.

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To learn more about Navigator
or Navigating the Battleground:

<http://navigatorresearch.org>

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